



Communications Report for MHSOAC Meeting (October, 2008)

October MHSOAC Meeting Press

We are currently preparing press releases for the Santa Rosa meeting. We will send a notice out to local press announcing the meeting. We will then send a press release for the news of the meeting, highlighting Prevention and Early Intervention activity and the COD Report.

Brochures

Presently, we are working on several brochures about the Commission for use at public meetings and outreach events. The brochures will highlight facts about the MHSOAC, the MHSA, and the PEI component.

Newsletter

Communications has set a target release date of December 1st for producing a Commission newsletter directed to the public. We will be doing stories about MHSA programs, especially calling attention to the progress of PEI. We will also be writing stories about mental health news in California, and the nation, that impact the MHSA. We will include a story about the passage of mental health parity that was part of the September federal economic rescue bill.

Website

If we get an exemption approval for our website contractor, we will get to work immediately on building our website. We have lots of content ready to plug in to a website structure.

State Budget Update

We are monitoring the news on the status of the state budget and will let you know of any impacts on the MHSA. Subsequent to Commission direction in September, we have sought exemptions from the Governor's executive order for our Commission contractors.

Remembrance Day

Commissioner Wes Chesbro was a featured speaker at the Sacramento event recognizing Remembrance Day on September 15th. Remembrance Day honors those individuals who lived and died in California state hospitals, institutions, and

Developmental centers without proper burial. Some of Commissioner Chesbro's remarks are included in a story in the next edition of the Commission newsletter. The Communications Unit supported the press work for Remembrance Day.

Other Duties

Yee is assisting Beverly Whitcomb with preparing the MHSOAC meeting materials. On behalf of Jose Oseguera, Yee attended the California Primary Care Association (CPCA) annual conference in Southern California on community health clinics capacity expansion approaches and quality improvement.

Matt continues to assist Commissioners David Pating and Beth Gould with shepherding the COD Report to a vote for adoption by the MHSOAC.

To all of the Commissioners, we look forward to your input and suggestions as we continue to work together towards a transformed mental health system.

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